

# 2015 Strategic Plan for Abigail Ministries

## Proverbs 24:3-6, 10-12

“A house is built by wisdom and becomes strong through good sense. Through knowledge its rooms are filled with all sorts of precious riches and valuables. The wise are mightier than the strong, and those with knowledge grow stronger and stronger. So don’t go to war without wise guidance. Victory depends on having many advisers.... If you fail under pressure, your strength is too small. Rescue those who are unjustly sentenced to die; save them as they stagger to their death. Don’t excuse yourself by saying, ‘Look, we didn’t know. For God understands all hearts, and he sees you. He who guards your soul knows you knew. He will repay all people as their actions deserve.’”

## Psalms 27:13-14

“I remain confident in this: I will see the goodness of the LORD in the land of the living. Wait for the LORD; be strong and take heart and wait for the LORD.

- Mission Statement:** Abigail Ministries is committed, through the power and teachings of Jesus Christ, to educate, encourage, and empower women and men to make informed life choices.
- Values Statement:** We desire to be an organization that is grounded in the gospel of Jesus Christ by operating with integrity and excellence while serving our clients with genuine compassion.
- Vision Statement:** Our vision is to provide or see that provisions are available to our clients to ensure that they have been given every opportunity to make informed life choices.

## Statement of Principle

- Abigail Ministries is an outreach ministry of Jesus Christ through His church. Therefore, Abigail Ministries; embodied in its board, staff, and volunteers; is committed to presenting the gospel of our Lord to men and women with crisis pregnancies—both in word and in deed. Commensurate with this purpose, those who labor as pregnancy care center board members, directors, staff, and volunteers are expected to know Christ as their Savior and Lord.
- Abigail Ministries is committed to providing its clients with accurate and complete information about both prenatal development and abortion.
- Abigail Ministries is committed to integrity in dealing with clients, earning their trust and providing information and services. Abigail Ministries denounces any form of deception in its corporate advertising or individual conversations with its client.
- Abigail Ministries is committed to assisting women to carry to term by providing emotional support and practical assistance. Through the provision of God’s people and the community at large, women may face the future with hope, and plan constructively for themselves and their babies.
- Abigail Ministries does not discriminate in providing services because of race, creed, color, national origin, age, or marital status of its clients.
- Abigail Ministries does not recommend, provide, or refer for abortion or abortifacients.
- Abigail Ministries offers assistance free of charge at all times.
- Abigail Ministries is committed to creating awareness within the local community of the needs of pregnant women, and of the fact that abortion only compounds human need rather than resolving it.
- Abigail Ministries does not recommend, provide, or refer for contraceptives.
- Abigail Ministries recognizes the validity of adoption as one alternative to abortion, but is not biased toward adoption when compared to the other life-saving alternatives. Centers are independent of adoption agencies, relating to them in the same manner as to other helpful referral sources. Pregnancy centers receive no payment of any kind from these agencies, do not enter into contractual relationships with them, and do not share combined office space. Adoption agencies are not established under the auspices of centers. Pregnancy centers neither initiate nor facilitate independent adoptions, though they may refer for independent adoption in states where it is legal.

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*In order for Abigail Ministries to be able to fulfill its mission, we must utilize our value statement, and proceed with our vision through the establishment and successful completion of the following goals and action plans:*

## Short Term Goals

### ***Ensure that client needs are met***

1. Grow and evaluate Abortion Recovery Program
  - A. Create awareness of need through Radio PSA, Newspapers, and one-to-one meetings
  - B. Meet with community groups and churches to explain the program
  - C. Evaluate program through client and staff feedback
3. Grow and evaluate abstinence program for schools
  - A. Expand Program to new schools and youth groups
  - B. Create new contacts through one-to-one meetings at schools and churches
  - C. Train more staff and/or volunteers
  - D. Contact schools to offer our services
  - E. Assess effectiveness through student evaluations and staff assessment
4. Implement mentoring program
  - A. Begin the new mentoring program
  - B. Meet with Court probation officers and social workers to review program details
  - C. Evaluate success thru client, court, and staff feedback
5. Evaluate Programs
  - A. Create a program evaluation form for staff feedback for each new program offered
  - B. Create a program evaluation form for client feedback for each new program offered
  - C. Use evaluations
6. Improve or expand Baby Basics Classes
  - A. Replace any outdated DVD's or information
  - B. Request client feedback to evaluate effectiveness
  - C. Train additional staff/volunteers for Norwalk and Willard
  - D. Begin offering classes in Willard
7. Re-assess Men's Ministry Program as needed
  - A. Find new ways to encourage client participation
  - B. Update all marketing materials to create a cohesive, professional image
  - C. Organize monthly classes for clients
  - D. Use client feedback to evaluate effectiveness
9. Client Marketing
  - A. Update marketing materials to attract abortion-vulnerable young people
  - B. Educate Community about Abigail Services through news outlets (PSA, newspapers)
  - C. Complete SEO for website to use keywords and searches
  - D. Purchase online Google Ads to attract abortion-minded clients
  - E. Update 2-1-1 community referral Abigail Information
10. Social Media
  - A. Review Social Media Practices and recommendations from CareNet
  - B. Create Social Media guidelines and add to Policy and Procedures Manual
  - C. Implement social media marketing outreach to clients and/or donors
11. Legal
  - A. Complete a CareNet legal review

### ***Avoid program redundancies***

1. Review Abigail's programs
2. Compare Abigail's programs to those offered by outside agencies
3. Eliminate redundant or ineffective programs

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## ***Increase Community Awareness***

1. Host a Community Open House at Norwalk
2. New location for Walk for Life—more visible
3. Meet with area pastors, leaders, and high school counselors to review programs
4. Increase/improve advertising venues
5. Reach out to more churches
6. Create or find video clips for advertising
7. Begin Social Media Outreach
  - A. Review Social Media Guidelines with CareNet
  - B. Assess effectiveness of various forms of social media for client outreach
  - C. Assess effectiveness of various forms of social media for donor outreach
  - D. Appoint and train volunteer or staff to oversee Social Media

## ***Maintain stable financial base***

1. Research and apply for grants
2. Recruit donors and increase donor marketing
  - A. Recruit New Walkers for Walk for Life
  - B. Recruit new Table Hosts for Banquet
  - C. Create catalog of center and program needs
  - D. Ask donors to sponsor specific program needs during events and presentations
  - E. Create financial cost breakdown list for donor events to give donors an idea of what various donation amounts can accomplish
3. Consider new Fundraising ideas
  - A. Organize a run in coordination with the Hope Center
  - B. Events on-site to introduce pastors and others to ministry especially in Willard
  - C. Concert to raise \$, draw youth and volunteers (Elevation Church, Jerimae Yoder)
  - D. Contact Roeders and Christian motorcycle association
  - E. “Rockathon” – coordinate with area nursing homes to “rock” on the day of the walk
  - F. Ask high school seniors to plan events for senior projects

## ***Grow and maintain relationships***

1. Recruit volunteers with a passion for God and for Abigail’s mission
  - A. Peer Counselors and program assistants (both offices)
  - B. Housekeepers (both offices)
  - C. Landscaping (Norwalk)
  - D. Consider Evening Training Hours as need arises
2. Increase interactions between staff, board, volunteers, and churches
  - A. Attend Norwalk’s Ministerial Association Meetings
  - B. Continue Attending Willard’s Ministerial Association Meetings
  - C. Encourage supporting pastors to bring other pastors to Abigail events
3. Participate in community events
  - A. Huron County Fair
  - B. Norwalk United
  - C. Willard Hope Fest
4. Network with other agencies

## ***Stay focused on God***

1. Pray before making decisions
2. Remain open to God’s leading
3. Wait for His timing
4. Follow His will

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## ***Maintain facilities***

1. Maintain operational efficiency
  - A. Periodically review utility bills
  - B. Schedule regular maintenance
  - C. Inspect for signs of damage
2. Maintain building exterior
  - A. Seal blacktop bi-annually
  - B. Replace roof this year
3. Maintain grounds
  - A. Recruit landscaping volunteers and underwriters
4. Maintain Security
  - A. Maintain awareness of safety/security plans through drills, discussions, etc

## **Long Term Goals**

### ***Assess progress***

1. Periodically review short term goals and assess progress

### ***Ensure adequate training***

1. Hold volunteer in-service trainings
2. Provide ongoing staff training
3. Perform annual evaluations of staff and volunteers
4. Perform annual Board self-evaluations
5. New board members will review Board training binder and CD's
6. Improve staff understanding of board functions and vice versa.

### ***Maintain adequate staffing for programs offered***

1. Reassess periodically utilizing staff/client feedback

### ***Promote unity in diversity***

1. Recruit volunteers, board, and staff members of various races, cultures, genders and/or denominations
2. Pray for co-laborers
3. Work for unity in Christ

### ***Recruit new Board members, as necessary***

***The following signatures indicate approval of the contents and support for the implementation of the 2015 Strategic Plan for Abigail Ministries.***

Kathleen Robertson, Chairman \_\_\_\_\_ Date: \_\_\_\_\_

Denae Enderle, Vice-chairman \_\_\_\_\_ Date: \_\_\_\_\_

Roland Tkach, Treasurer \_\_\_\_\_ Date: \_\_\_\_\_

Joanne Lepard, Secretary \_\_\_\_\_ Date: \_\_\_\_\_

Joe Hintz \_\_\_\_\_ Date: \_\_\_\_\_

Kathy Luc \_\_\_\_\_ Date: \_\_\_\_\_

Estela Luna \_\_\_\_\_ Date: \_\_\_\_\_

Ann Parker \_\_\_\_\_ Date: \_\_\_\_\_